

# **NOMINATION FOR AWARD**

AWARD PA Director's Excellence Award for Internal Information		CATEGORY (If Applicable) Unit	AWARD PERIOD Jan 2002-Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Aeronautical Systems Center Public Affairs		SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE		NOMINEE'S TELEPHONE (DSN & Commercial) (937) 255-7000 DSN 785-7000	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE ASC/PAI, 1865 Fourth Street, Room 240, Wright-Patterson AFB, Ohio 45433			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Lieutenant General Richard V. Reynolds, DSN: 785-5714, COMM: 937/255-5714, Email: richard.reynolds@wpafb.af.mil			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p><b>Overall Effectiveness of Program:</b></p> <ul style="list-style-type: none"> <li>- No one comes close! Aggressively used proven, innovative public affairs tools--newspaper, cable TV, Internet, commander's calls--to communicate with largest, most diverse Air Force (AF) audience <ul style="list-style-type: none"> <li>-- Supported internal audience of 23,000+ engineers, program managers, base support, contractors</li> <li>-- Kept all employees, their families informed of base, AF events, enhancing their morale, readiness</li> </ul> </li> <li>- Consistently published top quality, award-winning base newspaper with circulation of 35,000 readers <ul style="list-style-type: none"> <li>-- Hands down the best AF newspaper--every issue filled with local news, features, people recognition</li> </ul> </li> <li>- Expertly used digital technology to deliver instant information to Wright-Patt population via cable TV <ul style="list-style-type: none"> <li>-- Informative slides, educational videos shown 24/7 on base Commander's Access Channel (CAC)</li> <li>-- Broadcast live on TV! AF Marathon, 11 Sept memorial, Interpretive Center dedication ceremonies</li> </ul> </li> <li>- Innovatively used Internet and Intranet Web sites for commanders, base employees, public community <ul style="list-style-type: none"> <li>-- Great use of information technology provided Team Wright-Patt with one-stop access to information</li> </ul> </li> </ul> <p><b>Research and Planning:</b></p> <ul style="list-style-type: none"> <li>- Big plans ahead in 2003! Extensive planning for internal coverage of landmark Centennial of Flight <ul style="list-style-type: none"> <li>-- Produced communication plan for year-long 2003 celebration events occurring at Wright-Patterson</li> </ul> </li> <li>- Worked extensively with publisher--split paper into three sections, increased color capability by 33% <ul style="list-style-type: none"> <li>-- Skywriter newspaper now has three full-color front pages with individual, full-color mastheads</li> </ul> </li> <li>- Further developed already-existing excellent relationship between division staff, contractors, publisher <ul style="list-style-type: none"> <li>-- Implemented new five-column format to accommodate publisher's advertisement layout preferences</li> <li>-- Initiated quarterly, half-day open forum with publisher, newspaper staff to discuss improvements</li> </ul> </li> <li>- Senior leader's extensive use of Skywriter created communication channels as CC's weekly Hot Topics, senior officer/director editorials/Coach's Corner delivered top level info to the workforce</li> <li>- Researched, found unique piece of artwork for special edition 2003 commemorative base guide cover <ul style="list-style-type: none"> <li>-- Secured permission from artist to use "Wings Through Time" oil painting from AF art collection</li> </ul> </li> <li>- Researched, planned ahead for upcoming command-wide development, management of Web portal <ul style="list-style-type: none"> <li>-- Attended key planning meetings and sent two PAs to week-long class prior to ASC portal migration</li> </ul> </li> </ul> <p><b>Program Execution and Evaluation:</b></p> <ul style="list-style-type: none"> <li>- Creative thinking, execution turned CAC from ASC commander's "problem child" into one of his favorite communication, force protection tools--"It has exceeded my expectations"-- ASC/CC</li> <li>- Newspaper series on Air Force Assistance Fund and Combined Federal Campaign kept programs in minds of base employees all year long, highlighted their return on investment to Wright-Patterson <ul style="list-style-type: none"> <li>-- Peaked Airman Magazine's interest--future visit planned to cover one of AFAF stories in magazine</li> </ul> </li> <li>- Kept community informed about developments in acquisition community and systems management <ul style="list-style-type: none"> <li>-- Expert writers dug through "acquisition speak," found stories, translated into everyday language</li> </ul> </li> <li>- Defused emotional issues by educating audience on new programs, crucial AF, local developments <ul style="list-style-type: none"> <li>-- Explained justifications for housing privatization, new deployment requirements, force reductions</li> </ul> </li> <li>- Totally revamped PA Web sites--both public and private--modernized, made even more user friendly <ul style="list-style-type: none"> <li>-- Posted more than 50 local, senior military, civilian leader biographies to both sites--useful indeed!</li> </ul> </li> </ul> <p><b>Innovativeness of the Program:</b></p> <ul style="list-style-type: none"> <li>- Developed weekly key messages on hot topics at Wright-Patterson for CCs' use during interviews <ul style="list-style-type: none"> <li>-- Created database of active messages, updated weekly and posted to Web, put in hands of leaders</li> <li>-- Proven success! "I don't go anywhere without taking a copy of the messages"-- 88 ABW/CC</li> </ul> </li> <li>- Fresh thinking exponentially increased effectiveness of ASC/PA Web sites--invaluable tool for CCs <ul style="list-style-type: none"> <li>-- CCs now have access to daily-updated media clips, PA activity memo and weekly key messages</li> </ul> </li> <li>- Driving force behind getting hazardous winter weather advisories posted instantly on base home page</li> <li>- Teamwork through innovation! Created "CAC for Dummies" step-by-step instructional guide--now any on-call PA can use system--kudos from chief PAO who had to use it unexpectedly under the gun!</li> </ul>			

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Aeronautical Systems Center Public Affairs

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format) (Continued)*

**SIGNIFICANT CONTRIBUTORS:**

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